

REP HEADLINE# 6382804 TRF# 499303
 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$
 REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 CHANGES NOV2/12 16.25
 *** WFSB-TV ***

ADV #	ADV. NAME	POLI/L MCMAHON/R/SEN/CT	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	MENTZER MEDIA SERVICES, INC.	BUYER NAME	ANNE BRAUNSCHEIDEL	
		600 FAIRMOUNT AVENUE, SUITE 306	SALES PRSN	WA- HEATHER UTTLEY (H)	
		TOWSON, MD 21286			

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CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 703-516-9680

NOV2/12 16.25

*** WFSB-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL :SPTS
NOV/12			114900.00									
CONTRACT TOTAL											114900.00	✓
TOTAL SPOTS												29 ✓

MARKET TOTALS \$271,395
WFSB 43%
WTNH 19%
WVIT 20%
WTIC 17%
WCTX 1%
WCCT 0%
WHPX 0%
CABL 0%

SHARES ESTIMATED

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

<u>Contract / Revision</u> 499303 /		<u>Alt Order #</u> 06382804
<u>Product</u> LINDA MCMAHDN 4 SENA		
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Estimate #</u> 1515
<u>Advertiser</u> McMahon for Senate		<u>Original Date / Revision</u> 10/18/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WFSB	<u>Account Executive</u> Heather Uttley	<u>Sales Office</u> HRP-WASHING
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WFSB	10/30/12	11/02/12	Eyewitness News	6:30am - 7am		1:00			NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-TWTF--				1	\$2,400.00			
N 2	WFSB	10/30/12	11/02/12	CBS: THE EARLY SHOW	7am - 9am		1:00			NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-TWTF--				4	\$1,600.00			
N 3	WFSB	10/30/12	11/02/12	9am-10am	9am - 10am		1:00			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-TWTF--				2	\$1,000.00			
N 4	WFSB	10/30/12	11/02/12	M-F CBS Soaps	1230-2p		1:00			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-TWTF--				6	\$600.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	10/29/12-11/04/12	M-F CBS Soaps	1230-2p	-TuWThF----	1:00		\$600.00	NM		
				Credited								
	3	WFSB	10/29/12-11/04/12	M-F CBS Soaps	1230-2p	-TuWThF----	1:00		\$600.00	NM		
				Credited								
N 5	WFSB	10/30/12	11/02/12	4p-5p Dr. Oz	4pm-5pm		1:00			NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-TWTF--				2	\$1,900.00			
N 6	WFSB	10/30/12	11/04/12	Eyewitness News	11PM - 11:35PM		1:00			NM	3	\$11,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-T--F-S				3	\$3,800.00			
N 7	WFSB	10/30/12	10/30/12	NCIS	8pm-9pm		1:00			NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-1-----				1	\$14,000.00			
N 8	WFSB	10/30/12	10/30/12	Vegas	10pm - 11pm		1:00			NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-1-----				1	\$14,000.00			
N 9	WFSB	10/31/12	10/31/12	Criminal Minds	9pm - 10pm		1:00			NM	1	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--1----				1	\$5,200.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u> 499303 /		<u>Alt Order #</u> 06382804
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Product</u> LINDA MCMAHON 4 SE
<u>Advertiser</u> McMahon for Senate		<u>Estimate #</u> 1515
		<u>Original Date / Revision</u> 10/18/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 10	WFSB	11/02/12	11/02/12	Undercover Boss	8pm - 9pm		1:00			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$10,000.00			
N 11	WFSB	11/02/12	11/02/12	Blue Bloods	10pm - 11pm		1:00			NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$9,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	10/29/12-11/04/12	Blue Bloods	10pm - 11pm	-----F----	1:00		\$9,000.00	NM		
	See MG 11.2											
	2	WFSB	11/02/12-11/02/12	CSt:NY	9pm - 10pm	-----F----	1:00		\$9,000.00	NM		
	Ⓜ MG for 11.1 11/02											
N 12	WFSB	11/05/12	11/06/12	CBS: THE EARLY SHOW	7am - 9am		1:00			NM	2	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$2,600.00			
N 13	WFSB	11/05/12	11/06/12	9am-10am	9am - 10am		1:00			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$1,000.00			
N 14	WFSB	11/05/12	11/06/12	M-F CBS Soaps	1230-2p		1:00			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$600.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WFSB	11/05/12-11/11/12	M-F CBS Soaps	1230-2p	MTu-----	1:00		\$600.00	NM		
	Credited											
N 15	WFSB	11/05/12	11/05/12	4p-5p Dr. Oz	4pm-5pm		1:00			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,900.00			
N 16	WFSB	11/05/12	11/05/12	Inside Edition	7pm - 7:30pm		1:00			NM	1	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$5,600.00			
N 17	WFSB	11/05/12	11/05/12	Hawaii 5-0	10pm - 11pm		1:00			NM	1	\$19,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$19,000.00			
Totals											29	\$114,900.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	29	\$114,900.00	\$97,665.00
Totals	29	\$114,900.00	\$97,665.00

Signature: _____ Date: _____

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